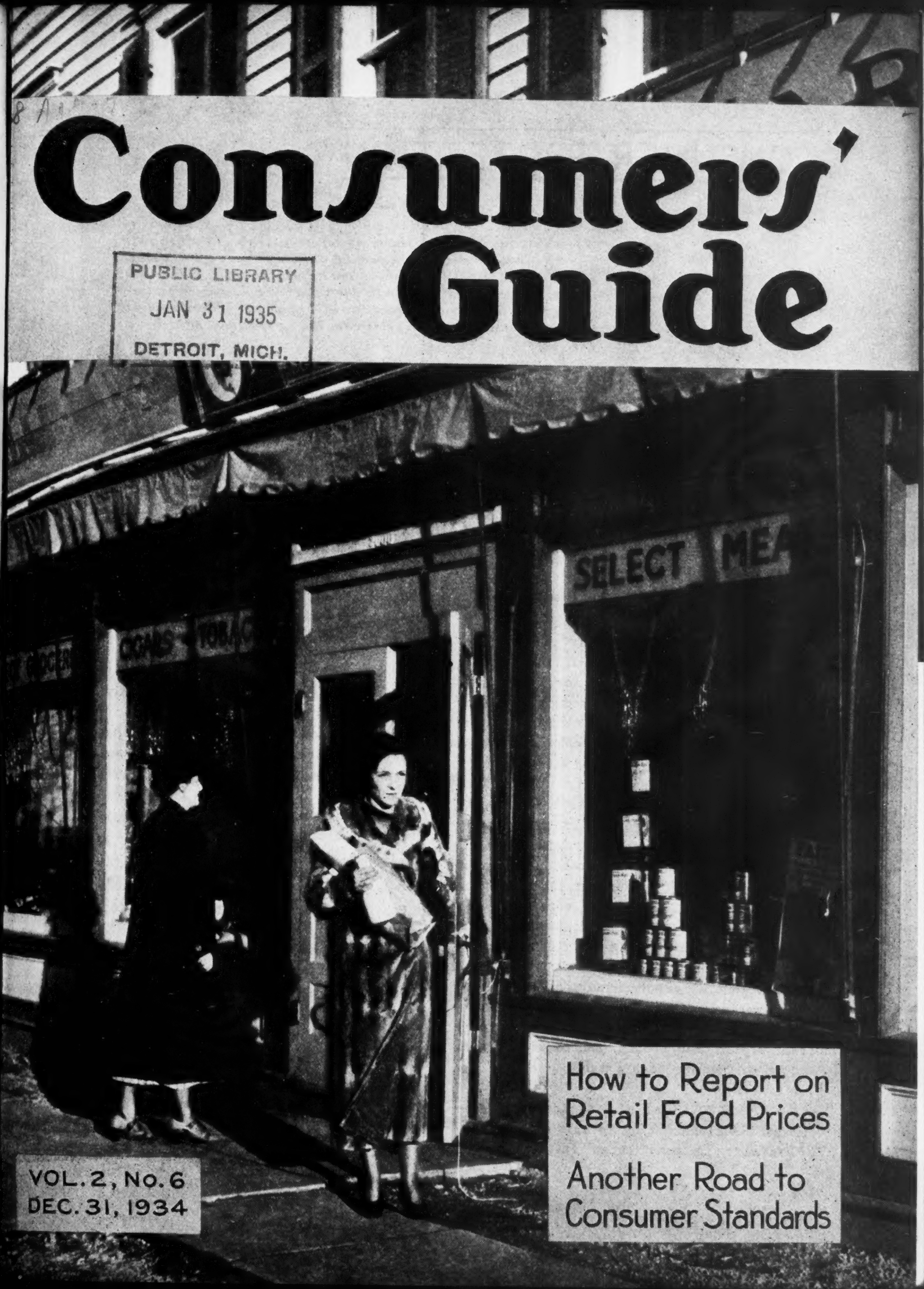
Consumers' Guide



How to Report on Retail Food Prices

Another Road to Consumer Standards

VOL. 2, NO. 6
DEC. 31, 1934

CONSUMER PROTECTION

We are frequently asked how, as representatives of consumers' interests, we can defend the raising of food prices to consumers. The CONSUMERS' GUIDE has stated its position on price increases before, but we repeat it here in the words of Secretary Wallace—taken from his annual report for 1934—since it is fundamental to an understanding of our rôle under the Agricultural Adjustment Act.

WHILE, as consumers, people naturally desire that prices of things they buy shall be low, it is important to recognize that the permanent public welfare, including the welfare of consumers, suffers when prices are forced down to levels not consistent with efficiency in production and distribution. During the depression, farm commodities were available to consumers at very low prices. This resulted mainly from a fall of farmers' returns far below the profit line. It did not mean a permanent lowering of consumer costs, and there was involved in it no reduction in the margins of processors, distributors, or handlers. The reduction in consumer prices came almost entirely out of the farmers' returns. It was clear that, unless farm prices were brought back into balance with prices of goods bought by farmers, many farmers ultimately would be driven out of production, at which time consumers would have to pay unduly because of the resulting shortage of food. Consumers were suffering in another and more immediate way. The impairment of farm buying power caused unemployment in the cities and helped to bring about a general disorganization of the economic system. Thus the producer and consumer have both been victims of wide swings from surplus to scarcity, and of the extreme cycles of low and high prices.

EFFORTS of the Agricultural Adjustment Administration to raise the income of farmers in many cases involve higher prices to consumers. But so long as these increases are not diverted into nonfarm channels and so long as the share of the consumers' dollar received by farmers is not greater than that received by them in the pre-war period, this does not conflict in any way with legitimate protection of the consumers' interests. On the other hand, the increased income received by farmers actually helps consumers because it means increased buying of city-made goods by farmers, increased employment, and increased business activity all around.

CONSUMERS, in other words, derive their fair share of the general advantage that results from a healthy economic condition in agriculture which is based upon fair prices to farmers. Reasonable remuneration of agriculture for providing the Nation with its food and fibers is not a burden upon consumers so much as it is an assurance to them that efficient production at fair cost will continue.

BUT JUST as there can be no more than a false or transitory advantage to consumers in ruinously low farm prices, there also is no enduring gain for agriculture in discriminations against the consumer. Farmers generally show a growing understanding that agriculture relies, for sustained progress, upon rising consumer buying power. This interdependence of farmer and consumer is a vital factor to be considered in planning all steps for economic recovery.

Henry A Wallace

Reporting on Retail Food Prices

CONSUMERS ORGANIZATIONS ask us how retail price reports are made. Some of them want to know so that they can understand better the price reports made by the Government. Others want to know how to keep a record of price changes in cities not reported on by the Government.

WE DESCRIBE here briefly the important steps in making such a report, according to the method used by the Bureau of Labor Statistics. It will help you to see what's behind the prices we report in each issue of the CONSUMERS' GUIDE and will give you an idea of the nice compound of patience and precision that go into making a fair and representative picture of prices.

THE PURPOSE of reporting prices is to find out the cost of food. Families of one income level may have very different dietary habits from families of another. They may shop at different stores, and buy different kinds of food. They may choose different qualities or grades and invest in different quantities at a time.

SO THE VERY FIRST RULE in reporting on prices is to decide whose food costs you want to know about.

IN THE REST of this story we are going to assume that you want

to know what are the prices paid by people of moderate to low incomes. The Bureau of Labor Statistics, in reporting on city prices, has in mind wage-earning families. The Bureau of Agricultural Economics has in mind families of the same size incomes in reporting food prices in small communities.

Locate your store

SECOND RULE for price collectors is that they must know their community before they start checking on prices. If you are interested in prices paid by workingmen's families, for instance, you have to know the neighborhoods where these families do their purchasing. If they are scattered all over the city, then you must be sure you know the shops or markets where they buy. Some will be in the downtown section; others will be in the suburbs; and still others will be neighborhood shops.

Select a variety of stores

NOW THERE ARE many different types of stores selling foods, and since prices may be affected by the type of store a good price reporter covers representatives from these different types in his study. Stores can be classified by the things they sell. There are the general food stores and markets. Then some specialize, as do bakeries, butcher shops, fruit and vegetable markets. For this purpose it is not such a good idea to include highly specialized shops like delicatessens or "fancy" shops.

ANOTHER CLASSIFICATION is by ownership: independents, for instance, with a single store or with two or three branches. Then there is what is known as a "local branch system", which consists of four or more stores operated from a dominant parent store. Sometimes independent store owners join together to form a cooperative buying association. In addition to these various kinds of independent organizations, you may find three types of chain stores: local chains, sectional, and national chains. In some cities there are consumers' or farmers' cooperatives which are important food purveyors to workingmen's families.

IF PRICES are to be collected regularly, such seasonal places as curb markets or farmers' markets are not included.

STILL A THIRD WAY to classify food stores is by the type of service they give. This is important, too, because prices will reflect that service. There are three important distinctions here. Some stores operate on a cash-and-carry basis. Next to them come the cash-and-delivery stores. The third type is the store that gives credit and delivers. Very occasionally you will find a food shop that sells on installment credit.

Decide on number of stores

TO COLLECT PRICES from <u>all</u> food shops in a city is almost an impossible task. Furthermore, it is usually unnecessary. The trick is to get a <u>representative</u>, not an all-inclusive picture of prices.

FOR INSTANCE, the Bureau of Labor Statistics does not attempt to cover <u>every</u> food emporium in the 51 cities for which it gives average prices. The number of firms it selects depends on the industrial importance of each city. For the larger cities reports are gathered from 25 to 30 stores; for the smaller cities, from 10 to 15 stores.

FOR MOST CITIES it is a good idea to get prices for each food from at least 10 independents and from one store of each chain, and from a cooperative if it is important. Included in this number should be some regular specialty shops, but more general food stores. If workingmen's families usually buy at cash-and-carry stores, more of these than of "credit" stores should be covered.

Select ordinary foods

WHEN the location, kind, and number of shops have been decided on, the next job is to select the foods for which prices are to be collected. Plans must be laid just as carefully here.

OBVIOUSLY, if you are interested in the prices of foods workingmen's families buy, you do not collect quotations on caviar

or pistachio nuts. Just as obviously, you select the foods that are ost commonly consumed in your locality. In Southern cities, for instance, sweetpotatoes would be an important food to cover. In some Western mountain city they might not be so important. Markets in each city give the lead on the important items.

Your Government in Washington collects and reports on retail food prices in 51 cities. The Bureau of Labor Statistics which does this job plans to increase the number of cities. County Consumers' Councils in other cities are beginning price-reporting. If you will first write us we will tell you whether the service has already been undertaken in your city.

FIRST among the kinds of foods, then, you must select the ones that are commonly bought in a particular city. Of course, there are dozens--maybe hundreds--of different types of food sold. Did you every try to write out a list? Even with the greatest of care you will find you can remember only a fraction of the total on your markets.

Decide on number of foods

SECOND JOB in selecting foods is to fix the number to be covered. The Bureau of Labor Statistics now reports on 96 different foods. The CONSUMERS' GUIDE carries only a third of this number.

JUST AS IN THE CASE of the shops it would be difficult to cover all foods, so reporting is usually limited to a representative group. In this group should be at least a few of the five large classifications of foods; milk and milk equivalents; fruits and vegetables; flours, bread, and cereals; meats, fish, eggs, and cheese; fats and sugars.

Describe each food carefully

AFTER the number of foods has been decided on, the next job is to draw up "specifications" or definitions for each so that you are sure you get prices on exactly the same food each time. For instance, it isn't enough just to put down "Beef" as one food. You have to define the cut of beef, and define it so clearly that every merchant understands what part of the animal that means. Local customs have to be taken into consideration here, too. The cut of beef known as "sirloin steak" in Providence, for example, is sold as "porterhouse" in New York.

SOME FOODS are sold only as branded or trademarked articles. Any housewife knows, of course, that not every store sells the same brand. Obviously the same brand is not the biggest seller in every store. So a price reporter has to beware of defining such foods only in terms of their tradmarked name.

HERE'S a sample of the great number of brands which are covered by the Bureau of Labor Statistics prices. There are some 200 different brands of canned pears; 212 of canned peaches; 359 of canned tomatoes. Nor does this number stay constant. It may change because stores drop one brand and take on a new one, or because sales of certain brands forge ahead and you always have to keep your eye on the product with the greatest sales to your workingmen's families.

IN SELECTING the particular type or brand of food, the important point is to get the same one in the same store each time so far as possible. Suppose it's prices on canned tomatoes that are wanted. If the Smith Grocery sells most of Brand X, then you record the price of Brand X for that store. But if the Jones Grocery sells most of Brand Y, then prices of Brand Y are always recorded for that store.

DEFINING foods is a ticklish job. You can get an idea of the way the Bureau of Labor Statistics does it from Bulletin No. 495.

MUCH of the hard work in laying out plans for price reporting is done by the time this point is reached. Before plans are finished, though, a reporter has to watch out for certain points on prices.

Omit "sale" prices

HERE'S one. Every once in a while stores have "sales." While many people may profit by these sales part of the time, few people are able to buy most of the food they need week in and week out at such prices. Since they are exceptional, rather than regular prices, none of them should be included in this price reporting.

Reduce to unit prices

ANOTHER point to watch is this: It may be common buying practice for workingmen's families in a community to buy in quantities of more than one. For instance, instead of buying a pound of flour, it may be that most families buy a 5-pound bag at a time. Or maybe they usually buy three cans of something at a time.

THESE "multiple" sales have to be watched. They must be reduced to the same unit. In the case of the flour, the price is divided by five to get the price per pound; the price for the three cans is divided by three to get the price per can.

Use standard sizes

SPEAKING of cans, there has to be a rule on standard sizes of cans before one goes price collecting. Cans have at least 27 different sizes. The most common for family use are No. 2 for vegetables and No. 2½ for fruits. There has to be agreement on other standard containers or measures.

Avoid week-end prices

BY THIS TIME your price reporter has decided on the stores, on the foods, and on their quality and quantity. Now he has to fix the date for collecting prices. The day of the week is important because in many localities there are week-end price reductions which would not be representative of the prices at which families usually purchase.

TUESDAY is the day on which the Bureau of Labor Statistics does its price collecting. It avoids those week-end prices.

Plan frequency of report

IF periodic checks on prices are to be made, you have to decide next on how frequently they are to be gathered. Again, the Bureau of Labor Statistics makes its price collections every two weeks. The number of workers to do this job, the number of stores to be covered, and the number of foods must all be taken into consideration in deciding the frequency of the report.

Prepare price forms

BEFORE a price reporter puts on his hat and starts out to call on a merchant, he must have prepared various documents:

1. List of the stores to be covered.
2. Description of each food to be covered.
3. Tabulation sheet for each store, on which to fill in the necessary description of the store.
4. Tabulation sheet: for all commodities in one store.
5. Tabulation sheet: for one commodity in all stores.
6. Tabulation sheet: for all commodities in all stores.

NOW HE IS READY to talk over plans with the merchants. He explains to each merchant why he is making this study. He assures the merchant that his prices will not be publicized. In short, the reporter solicits the merchant's help in getting the fairest possible picture of average prices and arranges to call at his shop at a time convenient to him.

WHEN price collectors have filled in all the prices on Document No. 4 (above), then tabulators must get to work to fill out Documents No. 5 and No. 6.

Results

DOCUMENT No. 6 is the grand climax of the job. Here will be recorded the average price paid by workingmen's families in a community for each of the important foods selected.

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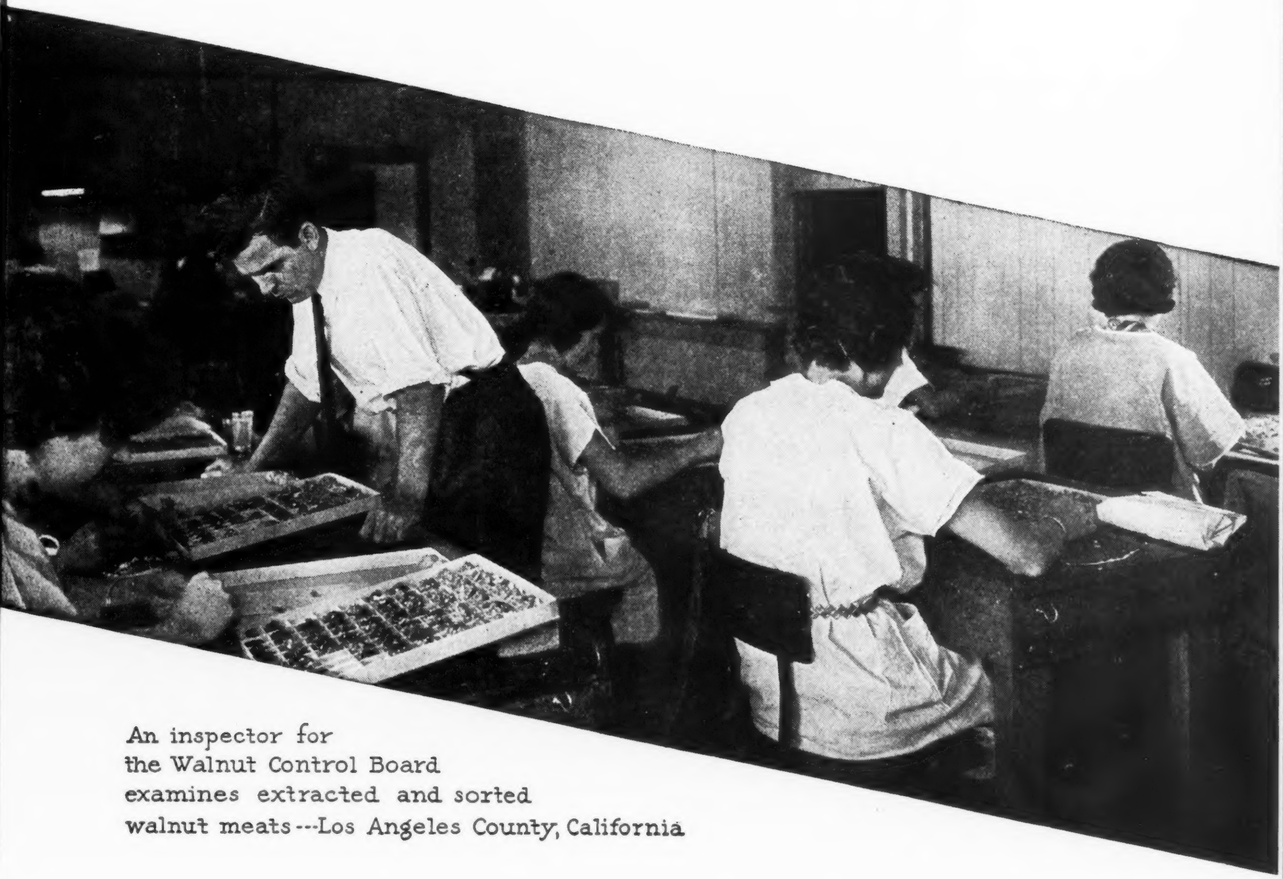
Another Road to Consumer Standards



An inspector for
the Walnut Control Board
examines extracted and sorted
walnut meats---Los Angeles County, California

AAA agreements and licenses have a place of far-reaching importance in the farmers' effort to regain the position they once had as consumers before the War. These measures offer a new method of tackling the problem of assuring that farmers are paid and consumers are charged on a basis of quality of product.

NEXT TIME you shop for dates, examine carefully the packages and labels on your grocer's shelves. You may find four classes of California dates: one, in unsealed packages of a pound or less, marked "Perishable"; another, "Standard"; a third, "Dry"; and a fourth, "Bread Dates." Each name represents a different quality of

date, a quality based on the variety, moisture and sugar content, and external condition of the fruit.

HERE is a farm product which shippers agree to grade, package, and label according to standards which will guarantee to consumers uniformity of quality. These standards are a part of the California Date Agreement between the shippers of these dates and the Secretary of Agriculture, under the Agricultural Adjustment Act.

SIX STANDARD CLASSES of dates are defined in this agreement--the four just listed and two more, "Off-grade" and "Culls." "Cull" dates are those that fail to comply with Federal and State pure-food regulations or are considered unfit for human consumption by the packer or by a control-committee inspector. These dates are not to be used for human consumption and are not to be sold except with the consent of the control committee. "Off-grade" dates are those which do not fall into any of the other five classes.

IN ADDITION to quality standards, the agreement sets up grades for sizes in each of the first three classes. These grades are based on the number of dates per pound or the length of individual dates.

ANOTHER IMPORTANT aid to consumers is provided by provisions in the agreement which define standards for type and size of packages and package labelling. Specific packages and label standards are set up for each of the six classes. Dates in the "perishable" class, for instance, may be sold only in unsealed consumer packages of one pound or less, and the package must be plainly marked "perishable."

CALIFORNIA DATES do not figure as prominently as some fruits in the consumers' market list. Nevertheless, the provisions of this marketing agreement, covering their standardization and grading, represent the new opportunity offered to distributors of farm products to guarantee to consumers uniformity of quality under the marketing agreements of the Adjustment Act.

WHY are standards desired? Because, as every intelligent buyer knows, prices without stated qualities and known quantities would mean little. Imagine a farmer driving up to a cannery and saying, "Well, here are some tomatoes in my wagon, just as they've come from the field. What will you give me for them?" Of course the canner would want to know exactly how many tomatoes were in the wagon, and what proportion of them were of the quality needed for canning. The farmer, too, would know that in order for him to get the best possible price the tomatoes should be weighed and graded for size and quality.

THE PURPOSE of standards then, is merely to provide a common quality - quantity language between buyers and sellers all along the marketing line. They are necessary for intelligent, efficient marketing.

PURCHASE of farm products by distributors and processors on the basis of established grades is now generally recognized as sound marketing practice. Well-graded products reduce distribution costs by eliminating waste. Effective distribution in the sense of finding the market that will give the grower the largest return for his product involves reaching the widest territory that transportation costs and the physical limitations of the product will permit, extending the marketing season, and conforming to trade preferences to meet the broadest range of consumer needs. Intelligently applied standards are of great value in this respect. They also widen the possibility of obtaining premiums for foods meeting the requirements of higher grades.

FURTHERMORE, merchandising under uniform standards simplifies the problem of financing a crop throughout the marketing season. The quality of many agricultural products varies so widely between the beginning and the end of the season, or even from day to day, that lending agencies assume a great risk in lending on the assumed market value of any lot of products unless they have a very definite knowledge as to its uniformity and grade.

Grading raisins by the Raisin Control Board according to various models contained in the glass jars
Fresno County, California

WHAT does industry itself do about this matter? It buys on the basis of specifications. Those state specifically what must be supplied. Nothing else will be accepted. The same practice is followed by the Federal Government and the better managed States and municipalities. The National Industrial Conference Board has estimated that the Federal Government saves $100,-000,000 a year by requiring sellers to meet specifications. Protection of farmers and consumers in like degree would doubtless also make possible big savings.

MUCH WORK has been done by the Bureau of Agricultural Economics, the Food and Drugs Administration, and the Bureau of Home Economics, of the Department of Agriculture, in developing standard grades for farm products. When certain commodities, such as cotton and grains, are shipped in interstate commerce the Department of Agriculture requires the use of specific grades. Also, from time to time, the Department has recommended grades for use by growers, shippers, and processors of other products.

BUT UNFORTUNATELY we are still a long way from giving the full benefits of standardization of farm products to all growers and consumers. Producers of many agricultural commodities continue to take what is given to them for ungraded lots of their products. Consumers are worse off. Only very rarely do they get an opportunity to buy farm products in accordance with established quality grades. For example, standards for cotton enable the warehouseman, the banker, the cotton ginner, and the cotton spinner to buy or lend intelligently. Consumers of cotton goods do not have such advantages when they buy cotton sheeting, shirts, and dresses.

SOMETIMES INDUSTRY representatives themselves have asked for and supported standards provisions. This happens especially in cases where it is evident that price or supply control demands adherence to grade standards, or where there is a desire to eliminate competition arising from the cutting of quality or from variation in package sizes.

A NUMBER of the marketing agreements now in effect make provisions for the use of standards. The agreement covering the marketing of California dates is only one. Few of the agreements, however, contain standards clauses approaching in comprehensiveness those of the date agreement. For the most part, present "standards" provisions have been introduced because definitions of the product and containers are necessary for purposes of price or shipment control.

THUS, the agreements for Gravenstein apples, fresh and canned asparagus, package bees, celery, olives, cling peaches, prunes, raisins, turpentine, define in more

or less detail the product under control. The prune and raisin agreements also require the control committees to develop specifications for standard farm grades and to settle disputes between growers and buyers regarding the grade of a particular lot of prunes or raisins.

THE AGREEMENT for walnuts provides for a standard definition of "merchantable" and "cull" walnuts in terms of a Federal standard. Also, all walnuts sold must be culled and graded for size.

THE FLORIDA citrus agreement requires that oranges and grapefruit be graded and certified in conformity with standards fixed by the Department of Agriculture. Containers must bear the U. S. grade of the contents, or a brand mark representing such grade. The agreements for Texas citrus fruits, Florida strawberries, Southeastern watermelons and western Washington vegetables contain similar provisions.

THE CALIFORNIA and Southern rice agreements define different types of rice and the standard units of pack. The California rice agreement further provides that when the Secretary of Agriculture shall fix consumer standards for rice or rice products, the rice millers shall abide by such standards in the preparation of rice and in the labeling of consumer packages.

THESE PROVISIONS are sufficient to indicate some of the ways in which the Adjustment Administration marketing agreements, in their provisions for grades and standards, have taken steps which are beneficial to producers, consumers, and the handling trades by establishing uniform requirements of quality.

"OUR WHOLE PROGRAM is a venture in economic democracy which cannot succeed without education and without the public support which we hope will spring from that education."

CHESTER C. DAVIS, AAA Administrator

Reporting on Retail Food Prices

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THIS will be one yardstick against which you can measure past and future prices in this community. Be careful about comparing prices in one city with those of another. There are a lot of differences you have to take into consideration before you can make a fair comparison city by city.

AVERAGES often smooth out a lot of differences. Don't put too much emphasis on them. Watch more closely the range of prices, from highest to lowest, and compare the trends of these actual prices.

INDEX NUMBERS

WHEN COSTS on one date are to be compared with costs on another date, statisticians often use index numbers to make the comparison clearer. Suppose the cost of a pomegranate in 1913 was 10 cents, and in 1930 was 15 cents. If the 1913 price stands for 100, the index number for the 1930 price would be 150.

ACCURATE comparisons of cost must take into account not only different prices but the relative importance of the things compared. Pomegranates, for instance, are not so important in the average family's food costs as potatoes. In figuring changes in such costs, therefore, they should not be given the same importance.

"WEIGHTING" is the technical term used to describe the method used to give prices their relative importance. Food prices are usually weighted by the average annual consumption of each article.

WISE CONSUMERS leave such computations to be made by technically trained people.

READ ALL LABELS CAREFULLY--If they fail to tell all you want to know about the fabric or its make, ask the clerk.

10 Tips to Cotton Consumers

NEXT YEAR—if you are an average consumer—you are going to buy in one form or another 60 yards or more of cotton goods; you, and each member of your family. There'll be sheets and towels, maybe; underwear, and perhaps stockings; curtains; shirts, dresses, and on down the list of hundreds of cotton necessities, even to automobile tires.

IF YOU were a consumer like the United States Government or most any big company, you would make up detailed specifications before you purchased even so small a thing as a cotton handkerchief. You would not depend on price alone to tell you what is good quality or worth the buying. Before you invested in a sheet, for instance, you would ask what was its tensile strength, its thread count, its weight, and compare these measures of quality with those of other sheets.

SOME MANUFACTURERS help you in judging quality. Their labels tell you some of these facts. They may tell you, too, how well the cotton goods will stand washing, whether it will shrink, whether its color is fast to sunlight as well as water.

BUT EVEN where you do find "informative labels" on cotton goods, you will need—to be a wise buyer—to bring to your aid a lot of facts which you are not likely to find in any label or catalogue.

YOU SHOULD know, for instance, what are the appropriate fabrics for various uses. That means knowing something about the construction of different fabrics. You should know how fabrics are finished. You should be able to recognize when a cloth is heavily sized and know that heavy sizing may conceal poor quality.

BUYING WISELY isn't the easiest job in the world. On the contrary it takes a compound of intelligence, judgment, and control of a very high order. Any consumer worth his job knows this. Not every consumer knows of the help he—or she—can get in this job from the Government.

HERE ARE three important aids to wise buying of cotton goods you should have: The first is: "Selection of Cotton Fabrics." (F. B. No. 1449.) Another is: "Quality Guides in Buying Sheets and Pillowcases." (Leaflet No. 103.) The third: "Quality Guides in Buying Ready-Made Dresses." (Leaflet No. 105.) All of them are Department of Agriculture publications, sold by the Superintendent of Documents in Washington for five cents a copy.

THE TEN TIPS we are giving you here on buying cotton goods are only a few of the ones you can get from these booklets. Some of these we give obviously cannot be tested out on manufactured garments. In those cases, ask your merchants to give you the information you need.

1

TEXTILE MILLS are ingenious places. Every season they produce some new kind of material to add to the great range of standard materials you can choose from. One of the first tricks you have to learn is to be able to identify a cotton material.

WHEN YOU have a spare hour sometime, take some scraps of different kinds of material and unravel their edges and examine their yarn. You'll notice that cotton yarns are fuzzy and have a brush-like end. Paper yarns—even if you didn't know it, they do exist—are easily recognized for what they are. Untwisted synthetic yarns usually spread out in a kind of fan shape; synthetic fibers can be distinguished from true silk if you burn the edge. True silk gives an odor like burning feathers. Wool fibers are kinky. Wool dissolves when boiled for 15 minutes in a solution containing one tablespoon of lye to a pint of water. Larger amounts of alkaline washing powder may be used instead of lye. This is an excellent way to detect fabrics made of both wool and cotton as the cotton will not disappear under such treatment.

WHAT HAS HAPPENED to the price you pay for four cotton textiles and the price the farmer receives for the cotton in them from July 1933—just before the cotton adjustment program went into effect—to November 1934.

	Increase in Average Retail Price	Increase in Price Paid Cotton Farmers
Overalls	45%	25%
Workshirts	19%	25%
Sheets	29%	25%
Unbleached muslin	46%	25%

In addition to the price received for the raw cotton, farmers who cooperate in the cotton adjustment program receive benefit payments out of the processing tax apparently passed on to consumers in the retail price.

INCREASINGLY you will find that fabrics are labelled to show what fibers they are made of. One of the trade helps in identifying cotton knit underwear comes as a result of a "trade practice rule" adopted by manufacturers of such garments. Under this rule manufacturers agree always to mention the percentage, by weight, of wool contained in a garment if they label it as a wool garment.

2

NEXT RULE to remember in buying cotton material

YOU CAN'T COMPLAIN if the color fades from sunlight unless the material is sold to you as "Color Fast to Sunlight"

is, choose one with the longest fibers of regular length. No cotton fiber, as you probably know, is very long. The shortest is about half an inch; the longest about two inches. Very short fibers tend to make weak yarns.

YOU HAVE probably noticed the fuzzy appearance a poor quality sheet has, after it has been laundered. That's characteristic of short fibers loosely spun and woven.

THE LENGTH of this fiber is often called its "staple." Cotton is sometimes described as short, medium, or long-staple. Better grades of sheeting are made of medium or long-staple cotton.

3

EXAMINE THE yarn to see if it is well twisted, strong, smooth, and even. This kind wears better.

4

IF YOU HAVE a "yen" for novelty weaves, you may have to pay for it in poor wearing quality. Learn to recognize the main types. There are three—plain, twill, and satin.

A PLAIN WEAVE produces a fabric with the greatest breaking strength. A loose, plain weave, however, may result in a sleazy cloth. A twill weave does not have the breaking strength of the plain but it has greater tearing and ripping strength. It

soils less easily but is more difficult to launder. You'll find it especially good for heavy skirtings and children's play clothes. The satin weave makes a material that is not only durable but beautiful, with a smooth, lustrous surface. If the unbound yarns in this weave are very long, there is danger of their being caught and torn.

HERE ARE a few of the common weaknesses in construction of cotton fabrics you may run across: (a) very fine yarns woven over very heavy ones—these soon wear through; (b) long yarns, or floats, passed over too many yarns—they are easily caught and torn; (c) patterns made by bleaching out portions of a dark background—that often results in weakened places which quickly wear through; (d) designs produced by weaving in short lengths of yarn free at both ends—this may soon cause the fabric to look shabby.

5

ASK ABOUT the thread count—that is, the number of threads per inch lengthwise (warp) and crosswise (filling). Low thread count is often the reason behind low price and short wear. When a material shrinks a lot it may be due to the looseness of the weave. In the case of sheeting, examine the material against the light and see whether the "count" is about the same in warp and filling.

6

"TENSILE STRENGTH" is another test of wearing quality. The average consumer can't measure this. It requires special instruments which record the number of pounds required to break a piece of fabric. Probably the merchant doesn't know the tensile strength either, but it is information that can be made available and will be made available if consumers ask for it.

7

SIZING IS IMPORTANT. This is the starch or other material used to give the fabric a smooth finish. A little is necessary in weaving but it is not necessary on bleached fabrics, although a little dressing in bleached fabrics add to their appearance. A lot may conceal a poorly woven fabric. "Pure finish" on a sheet means the minimum amount of sizing has been used. Rub the material between your hands and see if the sizing comes out.

DON'T GET mixed up on "sizing" and "mercerizing." Mercerization is a process, named many years ago after its discoverer, John Mercer, for giving a glossier finish to cotton fabrics. It adds not only to the attractiveness but to the durability of the material.

8

THERE ARE over a hundred different ways of finishing a cotton fabric. To describe them all and tell you how to judge their value would take up too many pages.

DYEING IS one of the important finishing processes. No dye yet discovered will remain permanently "fast" under all conditions. Vat dyes are the best for cotton goods but they are the most expensive.

WHEN YOU are told a fabric is "Color Fast", find out what it is "fast" against—soap, or boiling, or sunlight, or perspiration, or uric acid, or what. To make doubly sure, take some samples home and do some tricks with them yourself: (1) put a piece directly in the sunlight, with part of it covered with cardboard, and see if the sun bleaches the uncovered part; (2) wash a piece with soap. In short, try out the material under the conditions it is to be used.

NOT ALL colored cotton materials are dyed. Some are printed. You can usually identify the fabric that is printed in the piece by noticing that the back is not as well dyed as the top side. In general, dyed fabrics keep their good looks much longer than printed ones, though that may vary with the quality of the dye used.

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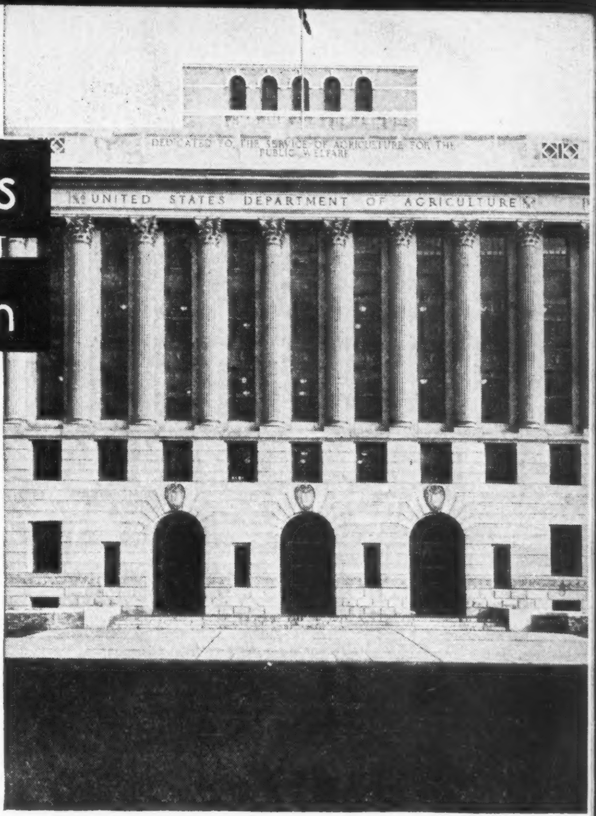
Consumer-Farmer Briefs from Washington



An entrance to the new building housing the A.A.A. and other offices of the Department of Agriculture.

MORE COOPERATIVES of farmers were organized in Texas in 1934 than in any two years since 1900. Forty-four associations began to operate this year. That brings the total to 350 farmers' cooperatives in that State alone.

AAA

NINETIETH ANNIVERSARY of the first consumers' cooperative, founded in Rochdale, England, on December 21, 1844, was celebrated in the United States by: (1) the opening of a new four-story warehouse in Superior, Wisconsin, by the General Cooperative Wholesale; (2) breaking ground for the construction of new headquarters and oil compounding plant in St. Paul, Minnesota; (3) beginning construction of a $100,000 headquarters at Omaha of the Nebraska Farmers' Union Cooperative State Exchange. All these developments are part of the consumers' cooperative movement in this country now numbering close to two million members. Total value of consumers' cooperative purchasing in the United States is estimated at $360,000,000 for 1933.

AAA

HIGH COLLECTION figures for a processing tax in your State do not mean that consumers in your State are bearing all that tax, but merely that your State is where the processing is being done. Processing taxes are collected at the point where the first processing is done, but they are frequently passed on by the first processor to the ultimate consumer who may be in the same State or a thousand miles away. In such cases, consumers in all States where the finished product is sold contribute to the tax paid by the processor located within your State.

AAA

NEW PRODUCT: Due to Department of Agriculture research, consumers may now buy cheddar (American) cheese packed when green in tin cans to cure without rind and without waste, ready for sale in consumer sizes.

AAA

RIGHT ACROSS CANADA, the great bulk of poultry intended for export and interprovincial shipment is government graded. What this means to merchants is reflected in statements made by a leading poultry merchant in London to an officer of the Canadian Government, reported in a Government bulletin. "Hitherto it had been the practice of many countries to send their turkeys in miscellaneous shipments. The

[Concluded on Page 29]

YOUR FOOD BILL

THE SLOW but steady drop in food prices which began in September has continued into December. The index of retail food prices on December 4 stood at 114.6 percent of the 1913 level according to the Bureau of Labor Statistics. Although each bi-weekly report since September 11 has shown lower prices than the previous report, the drop has been very small. From September 11 to December 4 it amounted to only 1.6 percent.

MEAT PRICES have shown a more important drop since September than prices of other foods. Late in the summer after it became evident that the drought damage would be severe meat prices were advanced. It was soon found, however, that prices of meats could not be maintained at a high level for two reasons: First, consumer resistance to sharp price increases; and, second, continued large current supplies of meat animals on the market. The first effects of the drought have been to raise feed prices and thus to force many farmers to market their steers, hogs, and lambs earlier than they intended. As a result supplies of meat animals on the market so far have been abundant during the fall months.

THIS SITUATION on meats will not last long. Livestock economists have told us ever since last summer that meat supplies would be materially lower beginning late in January or early in February. Higher prices of meats at that time appear to be inevitable.

PRICES of dairy products and eggs will also doubtless be affected by the drought and the high prices of feeds. Cereal foods and fruits and vegetables should continue plentiful.

CHANGES IN CITY RETAIL PRICES

Kind of Food	Dec. 5 1933	Nov. 20 1934	Dec. 4 1934	Percent change in year
Dairy Products	¢	¢	¢	%
Milk, qt	11.2	11.7	11.7	+4.5
Cheese, lb	22.9	23.9	24.0	+4.8
Butter, lb	28.0	35.1	35.1	+25.4
Beef				
Round steak, lb	24.3	27.7	27.5	+13.2
Rib roast, lb	20.3	23.1	22.9	+12.8
Chuck roast, lb	15.0	17.0	16.9	+12.7
Lamb				
Leg of lamb, lb	21.0	23.3	23.4	+11.4
Breast lamb, lb	——	10.1	10.2	——
Square chuck, lb	——	17.4	17.4	——
Poultry Products				
Hens, lb	19.8	24.4	24.4	+23.2
Eggs, doz	35.1	40.1	39.6	+12.8
Bread				
White, lb	7.9	8.3	8.3	+5.1
Rye, lb	8.6	8.9	8.9	+3.5
Whole wheat, lb	——	9.0	9.0	——

(continued)

PRICES of these foods have not been increased since last summer and no marked advances are likely in the near future. Fruit and vegetable prices on December 4 were only 3.4 percent above the 1913 average. Last year at this time they were 15.6 percent above.

IT IS NOT only the fresh perishable vegetables which have shown no increase in price this year. Such staples as potatoes and cabbage are particularly abundant in most areas and are very low in price. Potatoes are selling for an average price of 1.7 cents a pound, compared with 2.2 cents last year. Usually the consumer can get some reduction from this price by buying half bushels or bushels. Cabbage is selling for an average price of 2.6 cents a pound. Last year at this time it cost 3.9 cents.

BIGGEST INCREASES in prices since last year are on lard and bacon. Lard prices are 58.3 percent over last year, and bacon prices are up 44.2 percent. These

CHANGES IN CITY RETAIL PRICES

Kind of Food	Dec. 5 1933	Nov. 20 1934	Dec. 4 1934	Percent Change in Year
Cereal Products	¢	¢	¢	%
Flour, lb.	4.8	5.1	5.1	+6.2
Macaroni, lb.	15.8	15.8	15.8	0.0
Wheat cereal (28-oz. pkg.)	24.0	24.3	24.3	+1.2
Vegetables - canned				
Corn, #2 can	11.0	12.3	12.4	+12.7
Peas, #2 can	13.6	17.3	17.3	+27.2
Tomatoes, #2 can	9.8	10.4	10.4	+6.1
Vegetables - fresh				
Potatoes, lb.	2.2	1.7	1.7	-22.7
Onions, lb.	3.5	3.9	4.0	+14.3
Cabbage, lb.	3.9	2.6	2.6	-33.3
Vegetables - fresh				
Lettuce, head	—	8.1	8.8	—
Spinach, lb.	—	6.7	7.0	—
Carrots, bunch	—	5.0	5.3	—
Fruit - canned				
Peaches, #2½ can	—	19.4	19.3	—
Pears, #2½ can	—	22.5	22.7	—
Pineapple, #2½ can	—	22.6	22.6	—
Fruit - fresh				
Apples, lb.	—	5.7	5.7	—
Bananas, doz.	24.5	22.8	22.5	-8.2
Oranges, doz.	26.6	33.5	30.3	+13.9

increases are due to the low weights of hogs being slaughtered and the anticipation of shorter supplies later in the year.

DECEMBER'S CROP report summarizes the acreage, yield, and production data for 1934. It shows that the grain crops are much below average. Durum wheat is the lowest; being only 11.5 percent of the 1927-1931 average, while winter wheat is 64.1 percent, and other spring wheat is 43.7 percent of that average. Feed grains are especially short; corn being estimated at 54.9 percent of the 5-year average, oats at 44.6 percent, barley at 44.0 percent, and rye at 39.2 percent.

ON THE OTHER HAND several important crops are more abundant than they were during the 5-year period from 1927 to 1931. They include potatoes, the crop being 5.4 percent above the average; sweetpotatoes, up 8.0 percent; pears, up 5.1 percent; oranges,

YOUR FOOD BILL

(continued)

up 25.7 percent; and grapefruit, up 35.2 percent. Also many of the minor vegetables are more abundant this year than usual. Except for a short apple crop the supplies of most important crops for human foods appear to be ample at present. The small crops are the crops used for feed for meat animals, dairy cows, and poultry.

INDICATIONS ARE THAT the spread between farm prices and city retail prices has been gradually narrowing a little during the past three months. That is, the drop in prices in city retail stores has been slightly more than the drop in prices at the farm.

THIS OBSERVATION is based on a comparison of the average retail prices paid by consumers for 14 important foods and the average prices received by farmers for that part of their produce that went into making these foods. The 14 foods included are: beef, pork, lamb, whole milk, evaporated milk, cheese, butter, hens, eggs, rice, potatoes, flour, bread, and macaroni.

A MONTH'S SUPPLY of these foods for a typical family cost $19.08 at prices holding on December 4. Three months earlier the same foods in the same amounts cost $19.54. Prices received by farmers increased while the cost to the consumer was falling off. On December 4, farmers were getting $7.65 for the raw material for these foods. Three months earlier they got $7.46.

PART OF THE DIFFERENCE between the retail and farm prices includes processing taxes on wheat and hogs which later are added to the farmers' return in the form of benefit payments—provided, of course, they are cooperators in these two production-control programs under the AAA.

DAIRY PRODUCTS

THERE WAS practically no change in the prices of dairy products from November 20 to December 4. Cheese cost 0.1 cent a pound more while milk and butter both sold at the same price as that of two weeks earlier.

PRODUCTION OF butter was well maintained during most of the fall in spite of the poor feed situation. However, with the end of the pasture season reports show that production has dropped off sharply in some of the most important dairy sections. Dairy economists tell us that production is likely to continue light during the winter and early spring months. This is because the price of feed has gone so high that farmers in many cases are forced to give their cows reduced rations which will maintain them until next year but which will not give a normal output of milk per cow.

RECENT TRENDS in the wholesale butter market have been upward. Prices during the week ended December 15 were about one cent above those for the week ended December 1. This indicates that consumers' prices may rise further in the next few weeks.

THE GUIDE has several times mentioned the possibility of butter imports over the tariff and suggested that this may keep butter prices from any great advance over present levels. The December 6 price of New Zealand butter in London was 16.0 cents in American money and in New York the wholesale price of 92-score butter was 30.2 cents. The difference of 14.2 cents is approximately equal to the tariff. If the New York price should go higher while London prices stayed the same it would be profitable for dealers to import New Zealand butter.

Average Retail Prices, December 4, 1934 (cents)

Markets	Milk (qt.)	Cheese (lb.)	Butter (lb.)
United States	11.7	24.0	35.1
North Atlantic:			
Boston	11.7	23.4	33.8
Bridgeport	14.0	27.6	36.0
Buffalo	12.0	25.3	34.3
Fall River	13.0	23.9	33.6
Manchester	12.0	23.8	33.3
Newark	13.0	25.5	37.3
New Haven	14.0	32.2	35.3
New York	12.5	27.5	37.1
Philadelphia	11.0	28.0	36.6
Pittsburgh	12.7	24.8	35.1
Portland, Maine	10.7	24.6	34.9
Providence	13.0	22.6	33.8
Rochester	12.0	25.8	33.7
Scranton	11.0	26.1	34.2
South Atlantic:			
Atlanta	13.5	21.6	36.3
Baltimore	11.0	25.7	37.8
Charleston, S. C	13.3	20.7	34.5
Jacksonville	15.3	20.5	34.7
Norfolk	14.0	20.7	36.1
Richmond	12.0	22.2	36.0
Savannah	14.0	20.9	34.7
Washington, D. C	13.0	26.0	37.6
North Central:			
Chicago	10.0	27.1	35.3
Cincinnati	12.0	25.0	32.8
Cleveland	11.0	25.9	33.4
Columbus	10.0	24.9	33.6
Detroit	11.0	24.4	34.4
Indianapolis	10.0	24.4	34.1
Kansas City	12.5	23.5	33.8
Milwaukee	10.0	23.0	34.6
Minneapolis	9.0	23.3	33.7
Omaha	10.0	23.0	32.7
Peoria	10.0	22.3	32.9
St. Louis	11.0	22.3	35.4
St. Paul	9.0	23.7	33.9
Springfield, Ill	10.0	22.8	33.4
South Central:			
Birmingham	13.5	20.2	35.5
Dallas	9.0	23.8	32.0
Houston	12.0	20.3	36.4
Little Rock	12.0	21.8	31.8
Louisville	12.0	24.8	35.4
Memphis	11.3	19.5	33.0
Mobile	13.0	21.4	33.0
New Orleans	11.0	22.1	34.9
Western:			
Butte	11.0	22.1	36.7
Denver	11.0	24.9	35.3
Los Angeles	12.0	23.3	38.9
Portland, Oreg	11.4	22.1	37.5
Salt Lake City	10.0	23.0	36.9
San Francisco	12.0	28.5	39.0
Seattle	10.7	22.7	38.8

Average Retail Prices, December 4, 1934 (cents)

Markets	White (lb.)	Rye (lb.)	Whole wheat (lb.)
United States	8.3	8.9	9.0
North Atlantic:			
Boston	8.3	9.2	8.8
Bridgeport	8.7	9.1	9.3
Buffalo	8.4	8.4	9.3
Fall River	8.1	8.4	8.8
Manchester	8.8	9.6	9.4
Newark	9.3	9.3	9.5
New Haven	8.6	9.1	9.0
New York	8.9	8.8	9.5
Philadelphia	8.8	9.9	10.7
Pittsburgh	8.2	8.8	9.0
Portland, Maine	9.1	9.5	9.6
Providence	8.1	8.8	9.4
Rochester	8.1	8.2	8.9
Scranton	9.1	9.7	9.7
South Atlantic:			
Atlanta	8.9	9.4	9.0
Baltimore	8.8	9.2	9.5
Charleston, S. C	9.1	10.0	10.8
Jacksonville	9.8	9.9	10.0
Norfolk	8.5	8.7	9.0
Richmond	8.6	8.6	9.3
Savannah	9.6	9.7	10.4
Washington, D. C	8.3	8.8	8.9
North Central:			
Chicago	7.5	7.8	8.9
Cincinnati	7.8	9.3	9.6
Cleveland	7.8	8.1	8.6
Columbus	8.1	9.1	9.3
Detroit	7.2	7.6	7.6
Indianapolis	7.4	7.7	8.9
Kansas City	8.4	8.8	8.9
Milwaukee	7.2	7.3	8.0
Minneapolis	8.5	8.9	9.3
Omaha	8.3	8.9	8.4
Peoria	7.8	9.0	8.8
St. Louis	8.2	9.1	9.5
St. Paul	8.6	8.9	9.4
Springfield, Ill	8.7	9.3	9.7
South Central:			
Birmingham	9.8	9.7	10.0
Dallas	7.9	7.9	7.9
Houston	8.6	8.6	8.6
Little Rock	9.7	9.7	9.9
Louisville	7.4	8.0	8.6
Memphis	8.5	8.9	9.3
Mobile	9.0	9.7	9.7
New Orleans	8.3	8.7	9.6
Western:			
Butte	9.5	9.7	9.6
Denver	7.6	9.0	8.0
Los Angeles	7.8	9.5	8.3
Portland, Oreg	9.2	10.1	9.3
Salt Lake City	7.3	8.9	7.5
San Francisco	9.3	9.0	8.9
Seattle	9.1	9.7	9.1

BREAD

DECEMBER 4 prices indicate no change in the average prices of white, rye, and whole wheat bread from November 20 to December 4. White bread costs consumers 5.1 percent more than it did a year ago and rye bread costs 3.5 percent more.

ALTHOUGH THERE was a slight advance in the wheat market during the latter part of November the cost of flour to bakeries has changed very little since about the beginning of October and the total cost of bread ingredients on December 4 was apparently about the same as it has been since the first of October and about equal to the cost in the latter part of July and early August of this year.

BREAD PRICES are now on the same level as in late July and August and 0.1 cent a pound below the price which was reported from August 28 to November 6.

DURING THE past year and a half changes in retail prices of bread have followed very closely changes in the market prices of flour and in the total cost of bread ingredients including milk, yeast, and other materials used in bread making. The present margin between ingredient costs and the retail price of bread is somewhat higher than that which existed in 1932 and 1933 but about equal to that which existed during the latter half of 1931. This can be considered a rather normal margin in view of the fact that wages in bakeries and retail stores have been increased during the past year and a half.

AS USUAL the reports from the 51 cities covered by the Bureau of Labor Statistics indicate a rather wide and unexplained difference in bread prices in different cities.

CEREAL PRODUCTS

NO CHANGE was reported in prices in any of the cereal products from November 20 to December 4. This includes not only the cereal products listed on this page but all the kinds of bread and also cornflakes, cornmeal, rice, and rolled oats.

MARKET price of wheat fell off about 3 cents a bushel during the first two weeks in December after an increase during the latter part of November. The average market price for the week ending December 15 was about the same as during the first two weeks in November.

COMPARISON of the retail price of flour with that of a year ago indicates an increase of 0.3 cent a pound or 6.2 percent. Wheat cereals have also increased 0.3 cent a pound or 1.2 percent since last year. Macaroni prices are the same as a year ago.

SLIGHTLY higher prices of cereal products this year than last are explained by the high price of wheat. In November this year farmers received an average of about 17 cents a bushel higher than a year earlier. A bushel of wheat produces an average of about 42.6 pounds of flour.

DECEMBER crop report indicates that the production of all wheat in the United States this year was 496,000,000 bushels. This is the smallest wheat crop since 1890 and is slightly less than the average amount used for domestic consumption in the form of flour. This doesn't mean, of course, that there will be a shortage of wheat or flour this year because there is a sizable carry-over of wheat from previous years. This carry-over will undoubtedly be reduced during the coming year.

TOTAL acreage of wheat harvested this year was a little over 42,000,000 acres which is about 5,700,000 acres less than the small acreage harvested in 1933. The yield of wheat per acre was also very low averaging 11.8 bushels or only about 84 percent of the 1921-1930 average. This yield was, however, somewhat above the low yield of 1933.

Average Retail Prices, December 4, 1934 (cents)

Markets	Flour (lb.)	Macaroni (lb.)	Wheat cereal (28-oz. pkg.)
United States	5.1	15.8	24.3
North Atlantic:			
Boston	5.1	16.3	23.6
Bridgeport	5.5	16.6	25.2
Buffalo	5.2	16.1	24.0
Fall River	5.1	15.3	23.1
Manchester	5.2	17.6	25.2
Newark	5.9	16.1	23.8
New Haven	5.5	17.1	23.6
New York	5.5	16.9	24.0
Philadelphia	5.0	16.5	22.1
Pittsburgh	4.7	16.0	23.3
Portland, Maine	5.1	17.2	23.6
Providence	5.3	15.0	23.1
Rochester	5.4	15.2	23.6
Scranton	5.1	18.0	24.0
South Atlantic:			
Atlanta	5.6	16.8	26.1
Baltimore	5.0	15.4	23.6
Charleston, S. C	5.7	16.8	25.0
Jacksonville	5.4	16.4	25.2
Norfolk	5.1	15.9	25.0
Richmond	5.2	15.0	23.3
Savannah	5.4	15.9	25.2
Washington, D. C	5.5	15.8	24.0
North Central:			
Chicago	4.9	14.6	24.9
Cincinnati	4.7	14.7	21.5
Cleveland	4.8	16.1	23.3
Columbus	4.3	16.6	26.3
Detroit	5.2	14.7	24.2
Indianapolis	4.6	15.8	25.4
Kansas City	4.8	15.2	23.8
Milwaukee	4.9	14.5	23.8
Minneapolis	5.1	14.3	22.9
Omaha	4.7	18.5	24.9
Peoria	5.2	17.4	25.9
St. Louis	5.0	16.9	25.6
St. Paul	5.0	14.5	24.2
Springfield, Ill	5.3	16.9	25.2
South Central:			
Birmingham	5.2	13.7	25.2
Dallas	4.9	17.7	24.9
Houston	5.0	13.1	23.1
Little Rock	4.9	16.9	27.8
Louisville	5.3	13.7	25.9
Memphis	5.7	15.4	25.2
Mobile	5.2	17.1	25.7
New Orleans	6.0	10.0	24.3
Western:			
Butte	5.3	16.7	26.1
Denver	4.1	17.6	22.8
Los Angeles	4.6	15.4	23.8
Portland, Oreg	4.4	15.7	25.7
Salt Lake City	4.0	17.9	25.2
San Francisco	5.1	16.5	24.0
Seattle	4.6	16.2	25.6

Average Retail Prices, December 4, 1934 (cents)

Markets	Round steak (lb.)	Rib roast (lb.)	Chuck roast (lb.)
United States	27.5	22.9	16.9
North Atlantic:			
Boston	34.9	26.9	22.6
Bridgeport	34.4	27.2	21.2
Buffalo	22.9	22.3	16.0
Fall River	33.3	23.9	19.1
Manchester	34.2	23.3	19.7
Newark	34.4	27.2	19.1
New Haven	38.5	29.2	23.2
New York	31.1	28.1	19.6
Philadelphia	31.2	28.0	19.8
Pittsburgh	27.0	23.7	17.0
Portland, Maine	32.4	24.5	17.9
Providence	34.8	28.0	20.4
Rochester	24.2	21.9	16.2
Scranton	30.5	26.1	20.1
South Atlantic:			
Atlanta	29.5	23.5	17.6
Baltimore	26.9	23.3	15.8
Charleston, S. C.	26.8	21.3	15.7
Jacksonville	24.4	22.1	16.4
Norfolk	27.4	25.9	15.4
Richmond	28.9	25.4	16.7
Savannah	25.9	22.9	16.3
Washington, D. C.	29.0	25.3	17.0
North Central:			
Chicago	25.5	25.2	18.7
Cincinnati	26.9	23.2	16.1
Cleveland	26.4	22.8	18.0
Columbus	29.3	23.2	18.3
Detroit	26.5	23.1	18.3
Indianapolis	28.2	20.6	16.7
Kansas City	24.8	20.1	15.1
Milwaukee	24.6	21.9	17.0
Minneapolis	24.6	20.6	16.0
Omaha	23.5	17.8	15.0
Peoria	25.4	17.6	14.9
St. Louis	28.2	23.7	17.3
St. Paul	24.2	20.6	16.6
Springfield, Ill.	25.4	17.5	14.6
South Central:			
Birmingham	30.1	23.8	16.8
Dallas	31.5	25.6	15.8
Houston	26.8	22.6	14.2
Little Rock	25.1	20.9	14.4
Louisville	27.6	18.8	14.9
Memphis	27.5	17.9	14.8
Mobile	25.3	18.8	14.2
New Orleans	26.6	24.3	16.5
Western:			
Butte	19.4	17.9	13.0
Denver	24.2	18.1	15.1
Los Angeles	23.4	21.0	14.4
Portland, Oreg.	19.3	17.3	12.5
Salt Lake City	23.0	18.0	14.5
San Francisco	25.8	22.4	15.4
Seattle	23.6	20.9	16.1

BEEF

BEEF PRICES are continuing the drop which started several weeks ago. Round steak prices on December 4 were quoted 0.2 cent a pound less than on November 20; rib roast was down 0.2 cent; and chuck roast down 0.1 cent. The decrease was less, however, than that noted in recent weeks.

PRICES OF steers in Chicago dropped moderately during the first half of December but dressed beef prices went up, perhaps reflecting the rise which occurred in the cattle market during the latter half of November. Market supplies continue fairly large although receipts of well finished cattle have been dropping since September. Total receipts of cattle for slaughter at the seven leading markets in November were 29 percent smaller than in October and about the same as a year earlier.

ACCORDING TO budget studies an average American family consumes about 12.4 pounds of beef each month. At December 4 prices this amount would cost slightly under $3.00. It takes a little less than 27 pounds of live animal to produce the 12.4 pounds bought by the consumer. This amount of live animals was worth about $1.00 at the farm. Thus the beef producer got approximately $1.00 of the $3.00 spent by the consumer and the other $2.00 went to the railroads, the processors, and the various dealers. This spread in prices is somewhat higher than it has been during most of the past year or two but is not quite so wide as it was last September before retail prices started downward.

SIRLOIN STEAK (which is not included in the table), is quoted at an average U. S. price of 31.5 cents and plate beef at 11.4 cents.

PORK

PRICES OF pork and hams continue to fall off moderately while lard prices continue upward. Prices of chops went down 0.5 cent a pound and whole smoked hams went down 0.1 cent. Lard prices, on the other hand, increased 0.1 cent.

LARD PRICES on December 4 were 58 percent above last year at this time. It has been noted in recent weeks that wholesale lard prices have been quoted almost as high as prices of pork loins. Prices of dry salt backs and bellies have been quoted higher than loin prices. This unusual situation is due partly to low yields of lard at the present time but more to expected further reductions in yields later in the marketing year.

EXPORTS OF both pork and lard are running below last year. The October figures for pork were about 25 percent under those of October 1933, while lard exports were 46 percent smaller and the smallest for any month since the war.

MANY CONSUMERS will be interested in the provisions of the 1935 corn-hog contracts. These contracts allow for an increase in hog production above the 1934 levels. The 1934 contract called for a reduction of 25 percent from the base period 1932-33. The 1935 contract calls for a reduction of only 10 percent from the 1932-33 average. The purpose of the adjustments in production is not to force a scarcity of food but to bring production into balance with demand and to restore reasonable price relationships.

CONSUMERS SHOULD be prepared to pay higher prices for pork and for other meats next year. This will be mainly a result of the drought rather than of the corn-hog program.

Average Retail Prices, December 4, 1934 (cents)

Markets	Chops (lb.)	Lard (lb.)	Who. smo. ham (lb.)
United States	23.9	15.2	23.2
North Atlantic:			
Boston	21.9	15.1	25.0
Bridgeport	26.5	14.6	24.5
Buffalo	23.9	14.2	21.7
Fall River	24.7	14.0	24.4
Manchester	22.0	14.8	24.9
Newark	22.9	15.2	22.8
New Haven	26.5	14.8	26.8
New York	24.9	15.8	23.1
Philadelphia	25.8	15.3	23.1
Pittsburgh	24.5	14.5	23.2
Portland, Maine	23.4	14.5	26.8
Providence	23.7	14.3	24.0
Rochester	24.1	14.7	22.5
Scranton	26.7	16.1	22.3
South Atlantic:			
Atlanta	25.1	16.0	22.8
Baltimore	21.8	14.7	21.8
Charleston, S. C	21.4	15.4	21.5
Jacksonville	22.3	15.5	22.5
Norfolk	23.0	15.0	22.4
Richmond	23.3	15.0	21.5
Savannah	21.0	15.1	19.9
Washington, D. C	23.8	15.0	22.2
North Central:			
Chicago	24.4	14.7	22.4
Cincinnati	21.6	15.2	19.8
Cleveland	22.6	16.5	23.3
Columbus	24.5	14.4	22.9
Detroit	26.0	14.9	24.1
Indianapolis	24.3	14.2	22.8
Kansas City	22.0	15.1	23.5
Milwaukee	22.7	14.5	22.2
Minneapolis	24.9	14.5	22.8
Omaha	20.0	15.7	22.5
Peoria	22.3	16.0	23.6
St. Louis	23.2	14.5	22.2
St. Paul	22.9	14.5	22.4
Springfield, Ill	19.9	15.3	24.1
South Central:			
Birmingham	22.9	15.4	24.5
Dallas	27.2	15.0	25.1
Houston	24.2	14.7	22.8
Little Rock	21.4	15.1	21.5
Louisville	20.7	15.0	19.2
Memphis	22.0	15.3	23.1
Mobile	21.8	15.0	23.2
New Orleans	22.5	14.5	22.7
Western:			
Butte	23.8	17.0	23.1
Denver	22.9	15.1	23.2
Los Angeles	29.5	15.9	24.7
Portland, Oreg	26.4	16.3	23.4
Salt Lake City	25.0	17.8	25.8
San Francisco	31.1	17.2	27.6
Seattle	28.9	16.7	25.6

Average Retail Prices, December 4, 1934 (cents)

Markets	Leg of lamb (lb.)	Breast lamb (lb.)	Square chuck (lb.)
United States	23.4	10.2	17.4
North Atlantic:			
Boston	22.8	11.2	14.8
Bridgeport	23.9	8.6	17.7
Buffalo	20.7	10.0	18.6
Fall River	24.3	9.0	16.9
Manchester	22.6	12.1	16.7
Newark	23.6	11.1	20.1
New Haven	22.8	11.7	17.8
New York	24.0	9.7	16.7
Philadelphia	26.4	7.0	15.5
Pittsburgh	24.2	11.9	19.6
Portland, Maine	22.0	12.0	16.1
Providence	23.0	9.5	18.3
Rochester	21.2	10.2	17.6
Scranton	25.1	10.5	19.5
South Atlantic:			
Atlanta	22.2	10.9	15.7
Baltimore	23.4	11.3	17.9
Charleston, S. C	25.6	12.9	17.5
Jacksonville	23.7	10.2	18.1
Norfolk	23.4	9.7	13.3
Richmond	25.1	11.3	17.9
Savannah	24.3	10.3	17.2
Washington, D. C	23.8	9.9	17.9
North Central:			
Chicago	22.7	8.6	18.8
Cincinnati	23.5	11.7	18.7
Cleveland	24.0	10.8	21.6
Columbus	26.3	11.8	20.6
Detroit	24.0	10.2	19.6
Indianapolis	26.6	11.0	18.8
Kansas City	23.5	11.4	18.1
Milwaukee	22.6	9.1	18.4
Minneapolis	21.7	8.3	17.1
Omaha	20.8	7.5	14.9
Peoria	24.4	10.8	19.9
St. Louis	23.8	12.7	17.7
St. Paul	21.2	8.4	18.1
Springfield, Ill	23.1	8.8	15.7
South Central:			
Birmingham	23.3	11.3	15.2
Dallas	25.8	14.3	17.8
Houston	24.9	13.7	18.0
Little Rock	23.8	11.4	15.9
Louisville	27.4	12.9	18.5
Memphis	22.9	9.4	16.7
Mobile	24.2	11.5	15.9
New Orleans	24.0	10.4	14.9
Western:			
Butte	22.0	9.9	17.2
Denver	21.0	8.8	16.0
Los Angeles	23.1	10.0	15.4
Portland, Oreg	20.5	9.1	15.9
Salt Lake City	22.6	8.6	16.5
San Francisco	25.0	8.9	15.4
Seattle	22.2	10.1	18.1

LAMB

LAMB PRICES have gone up slightly while prices of other meats have gone down. Legs were quoted on December 4 at 0.1 cent over the November 20 price. Breast was also up 0.1 cent, but there was no change in prices of square chuck.

IN THE wholesale market the prices of lambs advanced sharply during the last week in November and the first week of December and the early December prices were the highest since July. The rise in prices was a result of a decided drop in market supplies, and to a somewhat better demand for both lamb meat and wool in eastern markets. Receipts of sheep and lambs at the seven principal markets for commercial slaughter were about 23 percent smaller in November this year than in the same month a year ago.

NUMBER OF lambs fed in Western States this season will be much smaller than last winter and supplies of lambs as well as of other meat is expected to drop sharply in the late winter and early spring.

FARM PRICE of lambs has changed very little during the past three months. In September the average price was \$4.86; in October, \$4.81; and in November, \$4.84. In November 1933 the farm price averaged \$4.95. Thus farmers are getting slightly less for lambs this year than last. It is of interest to note in this connection that consumers are paying 11.4 percent more for leg of lamb than they paid a year ago. Last year on December 5 the price was 21.0 cents. Now it is 23.4 cents. Part of the difference is due the lower wool prices this year.

POULTRY PRODUCTS

THIS WEEK'S report indicates that the high point of egg prices has probably been passed. Prices dropped about ½ cent a dozen during the two weeks ending December 4. There was no change in the price of hens during this time.

ALTHOUGH EGG prices can be expected to fall from now until next spring the drop during December and the first part of January is likely to be rather slight and as the Guide has pointed out before egg prices may not drop so sharply during the winter and spring as they ordinarily do. This is because of the fact that numbers of laying birds have been reduced and probably because the feed ration has also been cut down rather drastically in many poultry producing areas. This situation is likely to result in smaller than normal supplies of both hens and eggs until next year's crop of chickens is ready either for sale or for egg production.

WHILE THE price of eggs will doubtless fall off from now until spring hen prices can be expected to rise. The farm price of chickens has been falling off in recent months as it usually does during the fall and the average price at the farm on November 15 was reported at 11.7 cents a pound.

FOR THE first time in several months the November reports indicate that receipts of eggs at the four principal markets were higher than the year before totaling 522,000 cases compared with 452,000 cases in November 1933 and with a five-year average of 513,000 cases. The increase in receipts is probably explained by the mild weather in November which resulted in heavier than usual layings.

COLD STORAGE stocks of case eggs on December 1 were 2,380,000 cases, a year ago. On December 1 stocks amounted to 2,641,000 cases and the 5-year average was 2,814,000 cases.

Average Retail Prices, December 4, 1934 (cents)

Markets	Hens (lb.)	Eggs (doz.)
United States	24.4	39.6
North Atlantic:		
Boston	26.9	50.7
Bridgeport	26.9	53.1
Buffalo	25.7	40.0
Fall River	26.0	45.2
Manchester	25.9	41.9
Newark	28.1	49.6
New Haven	30.1	48.1
New York	27.1	47.5
Philadelphia	27.8	41.7
Pittsburgh	25.4	41.8
Portland, Maine	25.2	46.5
Providence	26.7	49.0
Rochester	25.0	41.3
Scranton	28.8	43.6
South Atlantic:		
Atlanta	23.3	37.5
Baltimore	27.4	42.0
Charleston, S. C.	22.9	36.9
Jacksonville	24.0	45.8
Norfolk	25.0	39.9
Richmond	26.8	39.7
Savannah	21.2	36.1
Washington, D. C.	26.9	48.9
North Central:		
Chicago	24.6	38.4
Cincinnati	22.1	39.2
Cleveland	27.5	39.3
Columbus	25.4	37.4
Detroit	27.0	33.8
Indianapolis	23.0	36.5
Kansas City	20.5	35.3
Milwaukee	20.8	37.6
Minneapolis	22.9	34.5
Omaha	20.4	35.2
Peoria	22.4	36.3
St. Louis	22.8	35.7
St. Paul	22.9	38.9
Springfield, Ill.	20.9	37.1
South Central:		
Birmingham	18.7	38.6
Dallas	18.7	39.7
Houston	24.2	37.9
Little Rock	17.9	29.8
Louisville	19.8	35.2
Memphis	22.2	30.0
Mobile	19.7	33.0
New Orleans	22.1	31.7
Western:		
Butte	20.0	42.1
Denver	19.9	39.5
Los Angeles	27.2	36.9
Portland, Oreg.	23.0	33.3
Salt Lake City	25.0	36.3
San Francisco	32.2	36.2
Seattle	27.2	36.2

Average Retail Prices, December 4, 1934 (cents)

Markets	Potatoes (lb.)	Onions (lb.)	Cabbage (lb.)
United States	1.7	4.0	2.6
North Atlantic:			
Boston	1.3	4.0	2.6
Bridgeport	1.5	4.0	3.0
Buffalo	.9	3.7	1.4
Fall River	1.2	4.1	2.7
Manchester	1.1	3.9	2.5
Newark	1.6	4.0	2.7
New Haven	1.3	4.4	3.8
New York	1.9	4.5	4.0
Philadelphia	1.6	3.8	2.2
Pittsburgh	1.5	3.9	1.9
Portland, Maine	1.0	3.8	2.2
Providence	1.3	3.9	2.8
Rochester	.8	3.2	1.5
Scranton	1.3	3.8	2.1
South Atlantic:			
Atlanta	2.2	4.9	2.9
Baltimore	1.6	4.2	3.5
Charleston, S. C.	2.0	5.0	3.3
Jacksonville	1.6	4.2	2.5
Norfolk	1.8	4.7	3.8
Richmond	1.6	4.5	3.3
Savannah	1.6	4.5	2.8
Washington, D. C.	1.6	4.5	3.4
North Central:			
Chicago	1.7	3.9	2.4
Cincinnati	2.0	3.9	2.2
Cleveland	1.4	3.6	2.1
Columbus	1.3	4.0	2.5
Detroit	1.0	3.6	1.9
Indianapolis	1.2	4.5	2.7
Kansas City	2.4	4.7	2.3
Milwaukee	1.2	3.6	1.7
Minneapolis	1.9	3.6	2.1
Omaha	2.1	4.8	2.5
Peoria	1.6	4.4	2.6
St. Louis	2.0	4.2	2.4
St. Paul	1.6	4.0	2.2
Springfield, Ill.	1.6	4.8	2.0
South Central:			
Birmingham	2.0	4.6	2.6
Dallas	3.2	6.8	4.2
Houston	2.5	4.0	2.7
Little Rock	2.6	3.9	2.6
Louisville	1.8	3.9	2.6
Memphis	2.3	4.3	2.3
Mobile	1.9	3.5	2.9
New Orleans	2.2	4.1	3.5
Western:			
Butte	1.7	3.7	2.9
Denver	2.3	3.8	2.8
Los Angeles	2.2	3.2	2.0
Portland, Oreg.	1.7	3.3	2.3
Salt Lake City	1.5	2.9	2.1
San Francisco	2.2	3.4	6.4
Seattle	1.9	2.8	2.5

VEGETABLES
(Fresh)

POTATOES, CABBAGE AND ONIONS: There was no change in prices of potatoes and cabbage during the two weeks ending December 4. Both of these vegetables are selling at very low prices, potato prices being 22.7 percent lower than a year ago and cabbage prices being 33.3 percent lower. Onion prices went up 0.1 cent a pound and on December 4 were sold at 14.3 percent above last year's prices.

FINAL crop report on potatoes indicates a production of 385,000,000 bushels. This is the largest potato crop since 1928 and it appears that the supplies of potatoes will be ample during the entire winter and spring and prices are likely to continue rather low. Some seasonal increase may occur during the winter but no marked changes in prices are anticipated. This also is true of cabbage because there is a big crop of that commodity also in storage. The total production of cabbage in 1934 is estimated at 1,213,000 tons compared with last year's 728,000 tons.

DEMAND for both potatoes and cabbage is described by economists as being "inelastic" meaning that consumers tend to buy almost as much at a higher price as they do at a low price. As a result of this inelastic demand large crops of potatoes and cabbage ordinarily sell for less than small crops. This year the crop of 385,000,000 bushels of potatoes is worth about $160,000,000 at the farm. Last year the crop of 320,000,000 bushels was worth $224,000,000. This year's cabbage crop of 1,213,000 tons is worth about $9,500,000 on the farm; last year's crop, 728,000 tons, was worth $12,600,000.

ONION crop this year is estimated at 13,000,000 cwt. This is a little larger than last year's crop of 12,000,000 cwt. but is considerably below the 1932 crop. Prices at the farm and in retail stores are a little higher than last year and decidedly higher than they were in 1932.

VEGETABLES
(Fresh)

CARROTS, SPINACH, AND LETTUCE: Prices of a number of fresh perishable vegetables increased during the two weeks from November 20 to December 4. Lettuce prices went up 0.7 cent a head, spinach prices up 0.3 cent a pound and carrots up 0.3 cent a bunch. The December crop report indicates a total production of lettuce in 1934 considerably higher than that of 1932 and 1933. Lettuce acreage was increased about 13,000 acres from 1933 to 1934 and production was increased from about 17,400,000 crates to about 19,000,000 crates. Carrot production was also increased due to increases in both the acreages and yield of this crop. Spinach acreage was lower than in 1933 but no estimate of production was available.

CONSIDERING ALL vegetables together there has been an increase in acreage this year in vegetables both for canning and for marketing in fresh form. The acreage of vegetables for canning was 2.6 percent above the 1927 to 1931 average and the acreage of vegetables to be shipped fresh 9.8 percent above that average. The production of vegetables for canning was only 0.9 percent above the average for the 10 years from 1921 to 1930 while the production of vegetables for the market was 24.7 percent above that average. There has been a very decided increase in the production of fresh vegetables since 1920.

IN GENERAL it appears that the supplies of winter and early spring vegetables are likely to be fairly plentiful. Supplies of these vegetables depend, however, to a large extent on weather conditions and a freeze in California or in the southeastern vegetable producing area might cause temporary periods of less than normal supplies.

Average Retail Prices, December 4, 1934 (cents)

Markets	Lettuce (head)	Spinach (lb.)	Carrots (bunch)
United States	8.8	7.0	5.3
North Atlantic:			
Boston	10.8	8.9	4.9
Bridgeport	11.2	10.0	6.1
Buffalo	9.1	5.6	4.7
Fall River	10.1	8.6	5.5
Manchester	11.3	8.9	5.1
Newark	11.3	8.7	6.4
New Haven	11.4	8.7	5.1
New York	11.4	8.7	6.8
Philadelphia	10.3	9.1	5.2
Pittsburgh	9.7	8.4	5.9
Portland, Maine	11.0	8.7	5.0
Providence	10.5	8.4	6.5
Rochester	9.6	6.0	3.5
Scranton	9.8	9.4	5.7
South Atlantic:			
Atlanta	9.0	6.8	6.7
Baltimore	9.9	8.6	6.4
Charleston, S. C.	9.7	9.0	7.1
Jacksonville	8.7	10.6	7.1
Norfolk	8.8	6.2	6.4
Richmond	8.9	8.1	7.3
Savannah	9.0	10.1	8.2
Washington, D. C.	9.8	8.5	7.7
North Central:			
Chicago	9.6	8.0	5.5
Cincinnati	8.7	5.1	6.0
Cleveland	9.2	6.8	5.3
Columbus	9.0	6.9	6.3
Detroit	9.0	6.4	5.7
Indianapolis	10.0	5.4	4.6
Kansas City	8.7	5.5	6.2
Milwaukee	8.8	7.2	4.8
Minneapolis	8.8	9.8	6.0
Omaha	8.3	7.6	5.0
Peoria	9.1	5.8	6.8
St. Louis	8.4	5.1	4.9
St. Paul	9.4	8.2	5.9
Springfield, Ill.	9.4	7.7	6.8
South Central:			
Birmingham	8.2	6.3	5.5
Dallas	6.5	8.3	5.8
Houston	5.6	7.2	4.9
Little Rock	5.5	4.8	5.3
Louisville	9.0	4.3	4.9
Memphis	7.3	3.7	5.7
Mobile	8.4	6.2	4.9
New Orleans	8.3	4.4	3.4
Western:			
Butte	8.3	10.8	4.8
Denver	8.0	6.2	3.6
Los Angeles	5.5	4.0	2.5
Portland, Oreg.	5.5	6.5	2.6
Salt Lake City	7.3	11.0	3.5
San Francisco	4.4	5.0	2.6
Seattle	6.2	4.8	1.7

Average Retail Prices, December 4, 1934 (cents)

Market	Apples (lb.)	Bananas (doz., lb.*)	Oranges (doz.)
United States	5.7	22.5	30.3
North Atlantic:			
Boston	6.7	*6.5	31.1
Bridgeport	6.6	*6.0	34.5
Buffalo	4.9	23.2	30.0
Fall River	7.6	*6.7	32.6
Manchester	5.1	*6.4	31.7
Newark	5.9	23.2	34.6
New Haven	6.8	23.5	31.4
New York	6.6	24.3	36.3
Philadelphia	5.5	20.3	30.1
Pittsburgh	5.2	26.0	33.6
Portland, Maine	5.5	*7.5	33.5
Providence	6.4	*6.3	34.9
Rochester	4.2	23.9	32.3
Scranton	4.6	19.4	32.3
South Atlantic:			
Atlanta	6.0	21.9	21.3
Baltimore	5.3	20.6	32.0
Charleston, S. C.	5.6	20.6	16.0
Jacksonville	6.0	15.6	16.3
Norfolk	4.9	18.7	27.5
Richmond	5.7	23.4	26.6
Savannah	4.9	20.1	19.4
Washington, D. C.	4.9	23.5	30.9
North Central:			
Chicago	6.5	*6.6	32.7
Cincinnati	6.1	*6.0	31.1
Cleveland	5.4	*6.3	29.3
Columbus	5.1	*6.9	34.1
Detroit	5.8	*5.7	32.7
Indianapolis	5.9	*7.2	31.6
Kansas City	6.5	*7.2	32.5
Milwaukee	5.7	*6.6	30.0
Minneapolis	6.7	*7.6	32.0
Omaha	6.0	*7.8	28.9
Peoria	6.7	*7.2	29.3
St. Louis	6.4	*6.2	29.0
St. Paul	6.8	*8.0	33.3
Springfield, Ill.	6.6	*7.0	28.9
South Central:			
Birmingham	6.1	*5.6	19.8
Dallas	----	*6.7	33.2
Houston	----	19.1	27.2
Little Rock	6.3	*5.3	31.5
Louisville	5.6	*6.2	31.9
Memphis	5.4	*5.2	27.8
Mobile	6.3	15.8	22.4
New Orleans	5.0	15.6	25.3
Western:			
Butte	4.9	*9.5	31.4
Denver	5.6	*7.5	29.2
Los Angeles	5.9	*5.9	18.5
Portland, Oreg.	3.3	*7.4	27.4
Salt Lake City	5.1	*7.4	28.3
San Francisco	5.4	22.1	----
Seattle	3.8	*6.2	28.3

FRUIT
(Fresh)

ORANGES: Orange prices are continuing the sharp drop which started early in November. During the two weeks ending December 4 the average retail price dropped 3.2 cents a dozen. Orange prices are still about 14 percent above those of last year in spite of increased production. The recent freeze in Florida did a good deal of damage to the citrus crops and wholesale market prices of oranges and other citrus fruit have recently gone up somewhat. It appears likely, however, that citrus fruit prices will be fairly reasonable this year.

BANANAS: Banana prices dropped 0.3 cent a dozen during the two weeks ending December 4 and it appears that banana prices are likely to continue at very reasonable levels. The December 4 prices were 8.2 percent below that of the previous year.

APPLES: Apple prices on December 4 were the same as on November 20; 5.7 cents a pound. The final estimate of apple production in 1934 has been placed at about 120,000,000 bushels. This is 16 percent smaller than the 1933 crop and 23 percent smaller than the average of the five previous years. Since 1918 the only apple crops smaller than this year were in 1921 and 1927. The commercial crop, that is, the crop which will probably be shipped is, however, slightly above that of last year.

THERE IS a great deal of variation in the apple crop in the different parts of the country. In New England and New York State the severe winter injury greatly reduced the size of the crop. In Maine, for example, the production this year is estimated at 556,000 bushels while last year it was 1,884,000 bushels. Massachusetts had a crop this year of 1,435,000 bushels; last year's crop was 3,486,000 bushels. New York reports a crop of 11,844,000 bushels compared with last year's crop of 6,060,000 bushels. On the other hand the crop in the Northwest was good. Washington reports a total crop of 32,300,000 bushels compared with last year's crop of 29,240,000 bushels. Oregon has a crop of 4,938,000 bushels compared with 3,500,000 bushels a year ago.

Average Retail Prices, December 4, 1934 (cents)

Markets	Peaches #2½ can	Pears #2½ can	Pineapple #2½ can	Corn #2 can	Peas #2 can	Tomatoes #2 can (2½*)
United States	19.3	22.7	22.6	12.4	17.3	10.4
North Atlantic:						
Boston	19.3	22.2	22.5	13.8	17.6	11.8
Bridgeport	20.0	23.8	22.6	13.3	19.3	11.9
Buffalo	20.3	23.3	22.8	12.0	15.9	11.0
Fall River	18.9	22.5	22.3	12.4	17.5	10.1
Manchester	19.4	23.6	23.3	12.8	17.4	11.1
Newark	17.4	21.8	21.6	12.4	17.6	10.0
New Haven	18.3	23.6	23.4	14.0	17.0	11.8
New York	17.6	21.7	21.1	12.9	17.0	10.4
Philadelphia	19.2	21.0	22.2	12.3	18.8	11.3
Pittsburgh	19.0	22.3	22.9	11.8	17.0	12.0
Portland, Maine	20.7	23.4	23.6	12.6	17.6	10.8
Providence	18.7	20.8	22.3	12.8	18.4	10.0
Rochester	21.3	23.3	23.1	13.1	16.4	11.5
Scranton	19.4	21.3	22.1	13.5	16.3	10.6
South Atlantic:						
Atlanta	18.5	24.3	24.5	12.6	18.6	9.8
Baltimore	17.4	21.3	20.6	13.4	15.9	10.0
Charleston, S. C	17.6	22.1	22.3	11.3	17.1	9.5
Jacksonville	18.1	22.8	22.0	12.3	16.3	8.6
Norfolk	19.5	23.7	22.6	11.3	15.3	9.1
Richmond	19.2	23.5	22.4	11.9	19.0	8.8
Savannah	20.2	23.9	23.3	12.8	20.0	8.8
Washington, D. C	18.1	23.0	21.5	11.4	15.0	9.3
North Central:						
Chicago	21.6	24.4	24.0	13.0	16.5	11.5
Cincinnati	15.6	22.7	22.2	10.6	17.1	9.6
Cleveland	19.3	22.9	23.3	12.9	16.0	10.8
Columbus	19.8	24.9	23.4	11.0	16.9	10.1
Detroit	18.8	22.6	23.2	11.3	18.6	9.9
Indianapolis	19.2	26.1	23.6	11.5	17.0	9.9
Kansas City	19.8	22.8	22.7	10.6	16.6	9.6
Milwaukee	21.2	23.2	24.0	13.0	18.0	10.8
Minneapolis	20.2	25.1	24.4	11.0	17.1	11.1
Omaha	20.7	23.9	23.4	12.5	17.1	11.1
Peoria	20.6	25.0	24.4	13.3	16.6	11.5
St. Louis	18.9	22.7	22.7	12.0	17.5	10.0
St. Paul	21.5	24.3	23.9	12.1	16.0	11.1
Springfield, Ill	20.9	25.6	25.4	13.6	18.0	12.3
South Central:						
Birmingham	20.1	22.4	24.6	12.8	16.5	9.4
Dallas	20.7	24.0	23.2	12.6	20.6	10.4
Houston	18.0	20.9	20.5	12.9	16.5	8.9
Little Rock	21.3	25.6	23.7	11.6	18.8	9.4
Louisville	19.8	24.1	22.5	11.6	15.8	9.6
Memphis	18.8	22.2	21.8	11.3	15.6	10.1
Mobile	17.4	19.2	19.5	11.3	17.5	9.1
New Orleans	19.3	22.8	21.8	12.3	19.8	9.6
Western:						
Butte	20.9	24.0	24.7	13.9	16.5	11.4
Denver	20.3	23.4	24.0	13.1	18.0	10.9
Los Angeles	15.8	18.8	19.2	12.3	16.4	*13.7
Portland, Oreg	20.1	20.8	20.9	13.5	17.5	*14.0
Salt Lake City	21.3	23.4	22.9	13.1	15.6	*13.1
San Francisco	17.2	19.6	19.9	12.8	15.8	*13.3
Seattle	19.4	20.0	21.8	13.0	18.1	*15.1

10 Tips to Cotton Consumers

[Concluded from Page 14]

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READ EVERY LABEL on a cotton fabric or garment carefully. You'll find many more labels nowadays than you used to. Read them discriminately. If they fail to give you all the information you need, ask the clerk. For instance, you may run across a label which simply says "Washable". That's an indefinite term. Find out if it means the material will not shrink, or the color will not fade from washing. Or, again, if the label says "Pre-Shrunk", or "Super-Shrunk", or "Will not shrink out of fit", that's no assurance the material has done all the shrinking it is going to do. Unless you get a label that says flatly, "Fully Shrunk" or "Completely Shrunk", or "Will not shrink more than such-and-such percent", you cannot complain when you wash the material and it goes small on you.

SOMETIME you may find a label like this: "Conforms to U. S. Commercial Standard CS33-32." This means that the manufacturers of that type of garment have agreed upon uniform basic dimensions for each size of garment. The U. S. Bureau of Standards announces these agreements as "Commercial Standards." Garments bearing such labels are neither tested nor "approved" by the government. The label refers only to trade agreement on uniformity.

10

FINALLY, IF IT is a cotton garment you are buying, examine it carefully for these points: (a) style suited to your needs; (b) all pieces cut the right way of the goods; (c) full cut with plenty of room; (d) neat, appropriate, and serviceable workmanship; (e) allowances for alterations, especially in growing children's clothes.

"When you buy tempting bargains that prove after the first washing to be shoddy merchandise, you are not only cheating yourself, you are helping to undermine conditions for everybody, from the farmer who grows the cotton to the people who weave it into cloth and the men and women who sell it to you as finished products"............. This is the counsel of the Chief of the Division of Textiles and Clothing in the Bureau of Home Economics, Ruth O'Brien, who can give you many other pointers on quality guides in buying textiles.

Consumer-Farmer Briefs from Washington

[Concluded from Page 15]

merchant had to hang them up and escort each buyer along the lines and individually select the birds required. Under the Canadian system the merchant has only to open up a single grade and sell the man up to 100 boxes on the basis of that sample."

AAA

OFFICIAL STAMP indicating grading by the Bureau of Agricultural Economics went onto 275 million pounds of meat last year, on more than 50 million pounds of butter, and 6 million pounds of cheese.

AAA

DIVIDEND DAYS are red-letter days in Wisner, Nebraska. Those are the occasions when the savings of the Farmers' Union Cooperative Oil Association are distributed. A celebration is staged at the cooperative store, a separate organization but part of the community activities of the Farmers' Union. Co-op coffee and other refreshments are served and the store puts on a sale.

IN SIX YEARS sales of the oil cooperative totaled $338,000, with a net saving of $60,000. Operations for the year ending October 31, 1934, showed sales of $70,441, and a net saving of $10,884, which was 15 percent of sales. Some $1,240 of these patronage refunds were on purchases made through the Farmers' Union State Exchange. Distribution of refunds takes place twice a year, in June and December.

RADIO BROADCASTS *for* CONSUMERS

Mrs. Josephine Junkin Doggett and Dr. Howe at the microphone in Washington

Every FRIDAY at 4:45 p.m.
Eastern Standard Time
Over N. B. C. Blue Net Work

Hear your consumer problems discussed by Dr. Frederic C. Howe, Consumers' Counsel of the A. A. A., with an officer of the General Federation of Women's Clubs.

This is your opportunity to learn how to get your money's worth in food and other everyday necessities. For a brisk, stimulating 15 minutes they tell you what's happening to the Nation's food supply—to the cost of living—to unemployed consumers. Practical, detailed, concrete advice for you in your own buying problems.

Ask your local N. B. C. station for the time of this broadcast.

CONSUMER QUERIES *and* COMMENTS

CONSUMER INTEREST in quality grades for canned foods seems to be growing. A consumer in Ohio writes: "We are attempting to obtain definite information about the qualities of food products in this particular trade area. We are now running tests on all brands of green peas sold locally. These tests are being made by expert chemists and home economics technicians. If the results of these tests prove to be beneficial to consumers, we plan to expand our work to include other food products." A similar report comes from New Jersey.

TWO MEETINGS in January will give consumers an opportunity to throw the weight of their opinion into the balance for or against Government quality grade labels. One is the Canners' Code Authority meeting in Chicago, beginning January 11. The other, the convention of the National Canners' Association, beginning on the 14th. Address, care of the Stevens Hotel, Chicago.

"A PINT of milk a day for every needy child" has been made a special project by the Department of Public Welfare of the General Federation of Women's Clubs. They have asked State committees to make a special campaign this winter to raise milk funds for this purpose. One cooperative plan worked out by the club women of Buffalo with the Civic Health League and the Teachers' Association provided milk for needy children in twenty schools. Dealers sold the milk for this purpose at a special price. Women were at the schools from 10 to 10:30 each morning—recess periods—and distributed milk to designated children. Children able to pay, paid one cent for a cup of milk. A $15,000 milk fund provided milk for children unable to pay.

> "The recovery drive must continue until city payrolls and farm income return to a level that will yield both city workers and farmers their fair share of the material goods which should be theirs"
>
> M. L. Wilson
> Assistant Secretary of Agriculture

"A MAN came through this part of the country selling the CONSUMERS' GUIDE", a consumer in Idaho tells us. "He was charging $1.00 a year with a glassware premium. We gave him the dollar and that is the last we saw of him. Several neighbors did the same." While we appreciate the enthusiasm of this super-salesman for our bulletin, we regret exceedingly his misrepresentation. The CONSUMERS' GUIDE is a FREE service to any consumer who wants it. Tell your neighbors so they will be protected against this kind of racket.

"ARE THERE any cities in the United States which own and operate milk pasteurization plants?" asks a Chicago consumer. None. Jamestown, New York, has debated such a project. Milwaukee, Wisconsin, is studying it. Some foreign cities have such plants, notably Wellington, New Zealand, described in the April 9,1934, issue of the CONSUMERS' GUIDE.

ADD to consumer literature: Supplement on "Consumer Education", issued by the Vocational Education Division of the Office of Education, U. S. Department of the Interior, Washington.

OVERWHELMING demand for "Homestead Houses", booklet containing designs and plans for 64 low-cost homes, described in the CONSUMERS' GUIDE of November 12, 1934, has swallowed up the free supply offered by the Division of Subsistence Homesteads. Consumers will soon be able to buy this bulletin from the Superintendent of Documents, Washington, D. C. The price, not yet fixed, will be five or ten cents.

HOMESTEAD canning resulted in more than 40 thousand cans of tomatoes alone at the Woodlake Homesteads, Texas, the first FERA homestead unit in operation where farm work was begun last March, a consumer reports. Each homesteader drew fifteen acres—three for a home, poultry house, and yard, twelve for crops of foodstuffs and feed for homesteaders' own use and the use of the relief administration. Their ribbon cane and corn turned out among the best in the country.

OUR POINT OF VIEW

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and non-governmental measures looking toward the advancement of consumers' interests.

Issued by the CONSUMERS' COUNSEL of the Agricultural Adjustment Administration
in cooperation with the Bureau of Agricultural Economics, Bureau of Home Economics, Bureau of Labor Statistics.

WASHINGTON, D.C.

VOL. 2, No. 6 DEC. 31, 1934

U. S. GOVERNMENT PRINTING OFFICE: 1935